



Ipsos MORI

What information do we collect about you?

Ipsos will collect the information you provide when you agree to participate in this research, including your mobile phone number, email address and other contact details. Ipsos MORI will also automatically collect information via the MediaCell App as stated below.

For panel members, the information is collected by telephone or via an online questionnaire, by completing our recruitment questionnaire when you decide to join our panel and through the MediaCell App. We may also collect information when you voluntarily complete any other panel surveys, participate in any other panel activities, when you contact us or when you provide feedback, comments or other information to us.

In the case of the registration process not being successfully completed, your information will also be retained by us, to prevent any fraud or misuse.

In some instances, concerning our research, we may ask you to provide certain sensitive personal data, for example revealing your racial or ethnic origin, political opinions, religious or philosophical beliefs. You do not have to answer these questions and such questions will always include a "prefer not to answer" option. Responses to these questions will remain confidential unless you explicitly and freely consent to your responses to these questions, together with your personal information, being passed to research clients for further in-depth research analysis.

The App collects:

- Your location.
- The audio signal of some TV and Radio stations that identifies the station and the time that you view or listen to each one.
- Your device IMEI or UDID. Battery life and when it's charged. Memory available. Date and time the device is active, in sleep mode and when it is switched on or off.
- Network and country of SIM card provider. Mobile network(s) you are connected to, Wi-Fi networks you connect to, signal strength and network IP addresses
- The date, time and duration of any calls you make or receive on your mobile device; together with the date and time you send any text messages. Please note we do NOT collect or record the content of your calls, messages or the phone numbers used.

How do we use your information?

We will use your information for our research into:

- The TV and radio stations people may view or listen to at any point in the day.
- How people may be using their mobile devices when watching TV or listening to radio stations.
- The results of this research will be fully anonymous statistical research data only. You will NOT be identifiable in any published results.

We may also use your information to:

- Respond to any messages, questions or issues you may raise;
- To provide any incentives offered to you for assisting with this research;
- Contact you via SMS/phone call/email for data validation purposes;
- Send you SMS text verification messages as part of the App installation process;
- To create anonymous, statistical profiles of the Panel membership based on the information provided by Panellists;
- With your consent, to pass your information to other Ipsos Group companies so that they may invite you to participate in research studies they are carrying out and that may be relevant to you;
- Send you by email and SMS newsletters, announcements and other communications as set out in the Terms and Conditions.



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Who will have access to your information?

Your information may be processed by:

- Those Ipsos staff involved in this research project, or who need access in order to directly support the systems used;
- Other Ipsos Group companies involved in this research;
- Our sub-contractors who may carry out some of the processing on Ipsos's behalf, and under Ipsos's control, including the service providers who host or provide technical support for our systems. All sub-contractors are approved and compliant with the General Data Protection Regulation.
- Where required by law or regulation, we may also be required to disclose some of your information to relevant authorities.
- Your personal data may be transferred to countries outside the European Economic Area. Some countries may not have laws that provide the same protections on personal data as inside the European Economic Area. Groups to whom Ipsos MORI transfers personal data in such countries will be required to sign agreements to protect personal data or agree to data transfer agreements with third parties.

What we do to keep your information secure?

We take very seriously our responsibilities to keep your personal information secure. As such we take every reasonable precaution to ensure your information is protected from loss, theft or misuse. These precautions include appropriate physical security of our offices, controlled access to computer systems, and use of secure, encrypted internet connections when collecting personal information.

Can children use this app?

The App can only be used if you have been invited to take part in this research. For any research involving children, we will always seek consent of from a parent, legal guardian or other person legally responsible for the child before inviting them to take part and sending them a link to the App.

How long will Ipsos keep my information?

At the end of the research project we will securely delete any information that could identify you, including your contact details; leaving only anonymous research data. The anonymous research data will be retained in our research archives indefinitely.

We will keep the profile information you provided for as long as you remain a Panellist. You can leave the Panel at any time you wish.

When you leave the panel, or are removed, we reserve the right to hold your personal data for the sole purpose of preventing any duplicate or fraudulent participation for the duration of the panel, unless you specifically request that we delete all your personal data in accordance with GDPR article 17.

Apart from your profile information, Ipsos MORI will also gather the answers you give in any survey. The answers provided by you will be pseudonymised by Ipsos MORI for security reasons and will only be shared with our clients in this form, unless you have given your explicit consent to you being identified. We will also remove the link between your profile information and the answers you provided within 12 months of the end of the research project, to ensure that these answers cannot be traced back to you.



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My consent and rights?

Participation in this research is voluntary, and you can change your mind at any time.

If you:

- Change your mind and no longer wish to participate in this research
- Have any questions or concerns regarding our use of your personal information, our Privacy Policy or privacy practices
- Want to request a copy of the personal information we may hold about you, request that we delete all your personal data in accordance with GDPR article 17, or to request that we correct any inaccurate personal information

Please contact the study team who will assist you. You can contact them via:

Email: support@uk.ipsosmediacell.com, Phone: 0808 238 5431 or SMS: 0750 730 2115.

How to contact us

You can contact us via:

Email: support@uk.ipsosmediacell.com

Phone: 0808 238 5431

SMS: 07507 302 115

Or by letter sent to:

MediaCell Panel
Ipsos Connect
Ipsos MORI
Kings House
Kymberley Road
Harrow
HA1 1PT

If you have any questions or require further information on our privacy policy, our compliance with data protection laws or information we hold about you, please contact our Data Protection Department. They can be contacted:

By email sent to: compliance@ipsos.com with "London MediaCell Panel" as subject line.

Or write to us at:

Data Protection Officer – MediaCell
Compliance Department
Ipsos Interactive Services Ltd
3 Thomas More Square
London
UK
E1W 1YW

Please quote your Panel membership number (if known) or your contact details used for the panel in your email or letter.